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Shop Monday through Thursday, 10 a.m. to 6 p.m.
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silverplate or sterling

Find the pattern for your taste . . . the price for your pocket!
Find it now at Sears!



summer's full of
perfect settings...



BE THE PRETTIEST PART OF EVERY SCENE

Turn every summer scene into a setting for your beauty. Let fine
toilettries keep you prettier than a shy wildflower . . . fresher
than a fragrance-laden breeze. Our collection holds all your favorites.
Choose them for loveliness that holds the limelight!

Wrisley's Bath Crystals, delightfully
fragrant . . . 59c*
Decanter Bath Salts, large glass
decanter . . . 79c*
Liquid Liptone, "lipstick" that won't
smear, rub off . . . 1.00*
Spiral Hair Brush, nylon bristles set
in spiral arrangement around Lucite
handle . . . 3.95*
Ru-Rite Hair Lacquer Kit, bulb
atomizer, bottle of lacquer . . . 1.29*
Glow Cream Shampoo, cleanses
thoroughly, leaves hair radiant,
8-oz. jar . . . 1.00*
3 1/2-oz. tube . . . 49c*
Nair Hair Remover, safe, efficient
method of removing hair . . . 49c*
Wrisley's Dusting Powder, delicate,
refreshing powder for after-bathing
use . . . 50c*
Etique Cream Deodorant, effec-
tively checks underarm perspiration,
59c*
Skol Sun Tan Oil, helps you acquire
a beautiful sun tan . . . 49c and 79c*
Max Factor New Hollywood Lipstick,
in alluring shades . . . 1.00*
Max Factor Mascara, for eyelashes
and eyebrows. Black or brown,
1.00*
Max Factor Pan-Cake Make-up for
a lovely complexion . . . 1.50*
* Plus Federal Excise Tax.

Cosmetics Dept., Sears Wisconsin and Bladenburg

MODERN

Watch Bands

MEN'S BANDS
4.95 to 12.50

WOMEN'S BANDS
Gold Filled
2.49 to 9.00

A wide assortment of yellow, white or rose gold filled
finish. If you prefer a leather strap, you'll find styles of fine
grade genuine leather at very low prices.

Watch Repair Dept., Sears Wisconsin and Bladenburg



Easy Terms on Purchases of \$10 or More! Always
Ample Free Parking Space Available! We Re-
serve The Right To Limit Quantities.

Washington's Most Complete Department Stores SEARS



Harmony House AA+ silverplate

. . . made by R. Wallace & Sons

Heavily plated with lustrous silver to
meet high AA+ standards . . .
overlaid at points of greatest wear.
Knives have stainless steel blades,
hollow handles. Choose from three
exquisite patterns . . . you'll recog-
nize Harmony House silverplate as
an exceptional value.

53-PC. SET WITH BIG
ANTI-TARNISH CHEST

29.95

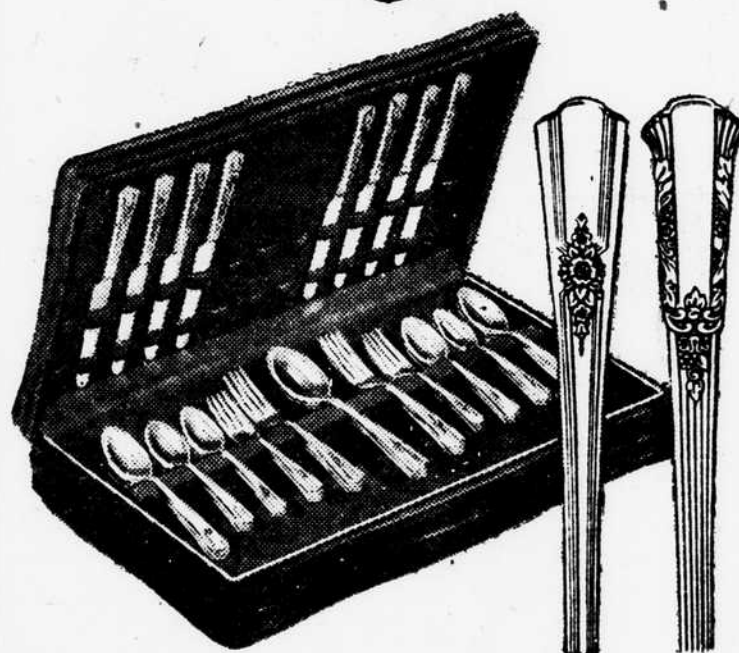
Only \$3.00 Down
Usual Carrying Charge

SERVICE FOR EIGHT:

8 dinner knives 8 dinner forks 16 teaspoons
8 salad forks 8 soup spoons 3 tablespoons
1 butter knife 1 sugar spoon

Guaranteed by Sears and R. Wallace & Sons

Silverware Dept., Sears Wisconsin and Bladenburg



Fine Wm. Rogers AA+ Overlaid Silverplate

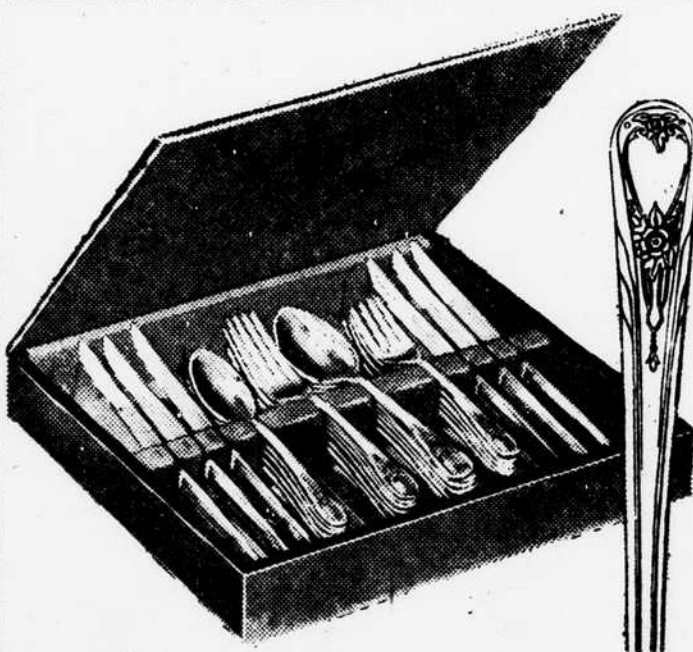
50-pc. Service for 6
With Chest

Only \$3.00 Down
Usual Carrying Charge

29.50

Two lovely patterns . . . choose either for lasting love-
liness. Wm. Rogers AA+ overlaid silverplate made
specially for Sears. AA+ mark means more silver than
standard quality. Lush "Treasure" and dainty "Desire"
patterns. Stainless steel knife blades.

Silverware Dept., Sears Wisconsin and Bladenburg



Smart, Budget-Priced Newport Silverplate

32-pc. Service for 6
In Attractive Gift Box

8.95

A lovely set for breakfast nooks, kitchens and summer
homes, at a low budget price! In fresh Newport pattern
with 6 each dinner knives and forks, salad forks, tea-
spoons, soup spoons and 2 tablespoons. Knives have
rustproof stainless steel blades.

Silverware Dept., Sears Wisconsin and Bladenburg



precious solid silver
you'll cherish always

6-pc. sterling place settings by National Silver Co.

Classic beauty of pattern, fine balance and
heritage that makes sterling so beloved, reaches
perfection in the solid silver place settings by
National. Easy to own when you purchase
in the place setting way. See these two fine
patterns today!

6-PIECE SETTING

15.90*

6-PC. SETTING: 1 knife, 1 fork, 2 teaspoons, 1 soup
spoon, 1 salad fork.

Only \$2.00 Down
Usual Carrying Charge

Silverware Dept., Sears Wisconsin and Bladenburg
*Subject to Federal Excise Tax

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